Listing of Claims

This listing of claims replaces all prior versions, and listings, of claims in the application:

Claims 1.-26. (Canceled)

27. (Currently Amended) A method comprising:

compiling a first map that associates identifiers of clients in a digital cable broadcast system with identifiers of groups of two or more clients in the digital cable broadcast system;

~~broadcasting~~ transmitting the first map to available clients in the digital cable broadcast system;

compiling a second map in which associations between subscriber identifiers and client group identifiers has been changed; ~~and~~

~~broadcasting~~ transmitting the second map to available clients in the digital cable broadcast system; ~~and~~

broadcasting digital cable content intended to be accessible by ~~for~~ a subset of available clients to all available clients in the digital cable broadcast system, wherein said broadcasting comprises associating the digital cable content with a first identifier of a first group of two or more clients [[,]] ; and

configuring clients in the digital cable broadcast system to compare the first group identifier with any group identifiers from a most recently received one of the first map and the second map that were associated with an identifier of the client, to determine if the digital cable content is to be discarded at the client.

28. (Previously Presented) The method of claim 27, further comprising receiving a definition of a geographic group of two or more clients, wherein the clients in the geographic group are in a geographic area.

29. (Previously Presented) The method of claim 28, wherein broadcasting the digital cable content comprises broadcasting an advertisement in association with an identifier of the geographic group.

30. (Previously Presented) The method of claim 27, further comprising receiving a definition of a premium content group of two or more clients, wherein the clients in the premium content group pay for premium content.

31. (Previously Presented) The method of claim 30, wherein broadcasting the digital cable content comprises broadcasting premium content in association with an identifier of the premium content group.

32. (Previously Presented) The method of claim 27, further comprising receiving a definition of a child-containing household group of two or more clients, wherein the clients in the child-containing household group report children present in the household.

33. (Previously Presented) The method of claim [[30]] 32, wherein broadcasting the digital cable content comprises broadcasting a catalog of toys in association with an identifier of the child-containing household group.

34. (Previously Presented) The method of claim 27, wherein compiling the second map comprises compiling the second map to associate identifiers of clients with an identifier of a new group that has been added since broadcast of the first map.

35. (Previously Presented) The method of claim 27, wherein compiling the second map comprises:

accessing a client profile database that includes information that profiles clients in the digital cable broadcast system; and

changing the associations between subscriber identifiers and client group identifiers based on the information included in the client profile database.

36. (Currently Amended) A broadcast system comprising:

a data transmission network;

a head end comprising

a map that associates identifiers of clients in the broadcast system with identifiers of groups of two or more clients in the broadcast system,

logic to associate content that is to be ~~transmitted~~ broadcast with an appropriate group identifier, and

a transmitter to broadcast the content and transmit the map over the data transmission network even when the content is intended to be accessible only ~~for~~ by a subset of available clients in the broadcast system; and

a collection of clients, each client comprising

a receiver to receive the broadcast content and the map from the head end over the data transmission network,

logic to identify groups to which the client belongs from the received map, and

logic to compare group identifiers associated with received broadcast content to group identifiers of any identified groups to determine if the ~~transmitted~~ broadcast content is to be accessible for output.

37. (Previously Presented) The broadcast system of claim 36, wherein the broadcast system comprises a digital cable broadcast system.

38. (Previously Presented) The broadcast system of claim 36, wherein the head end further comprises:

a client profile database that includes information that profiles clients in the broadcast system; and

logic to compile the map based on client profiles in the client profile database.

39. (Previously Presented) The broadcast system of claim 36, wherein the head end further comprises:

logic for changing the map associations between client identifiers and client group identifiers.

40. (Previously Presented) The broadcast system of claim 36, wherein the map comprises a definition of a geographic group of two or more clients, wherein the clients in the geographic group are in a geographic area.

41. (Previously Presented) The broadcast system of claim 36, wherein the map comprises a definition of a premium content group of two or more clients, wherein the clients in the premium content group pay for premium content.

42. (Previously Presented) The broadcast system of claim 36, wherein the map comprises a definition of a child-containing household group of two or more clients, wherein the clients in the child-containing household group report children present in the household.